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Italy adopts decree to strengthen wine protection consortia for DOP, IGP labels

The measure revises recognition rules, expands online oversight of protected names, increases consortia influence over supply regulation

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Italy has adopted a new decree aimed at strengthening the wine sector's protection consortia for DOP and IGP labels, in a move that updates the rules for how those bodies are created, recognized and run.

The Ministry of Agriculture, Food Sovereignty and Forestry announced the measure on Wednesday, November 18. The ministry said the decree covers the constitution, recognition and functioning of the consortia that oversee DOP and IGP wines, two categories tied to protected geographical origin and quality standards under the European system.

Agriculture Minister Francesco Lollobrigida said the consortia are "one of the pillars" of the success of Italy's denomination-based food and wine economy. He said the new measure is meant to strengthen their role in protecting, promoting and enhancing Italian wine denominations, while also giving them more effective tools for managing geographical indications, regulating supply, promoting wine tourism and supporting the environmental, economic and social sustainability of production.

According to the ministry, the decree updates national rules by setting new requirements for recognition and representativeness. It also seeks to ensure balanced participation by different parts of the supply chain. In practice, that means the legal framework for the consortia is being adjusted so that growers, producers and other industry groups linked to a denomination are represented under revised criteria.

The decree also expands measures against improper use of protected wine names and strengthens market oversight, including on online platforms. The ministry said that work will be coordinated by the ICQRF, the Italian inspectorate responsible for controls and anti-fraud activity in the agri-food sector. That element is likely to draw particular attention from producers concerned about the use of protected names in digital sales channels and online promotion.

The ministry said the text was developed after broad discussions with representative organizations across the supply chain and was widely shared with Italy's regions. Lollobrigida said the decree completes the steps needed to bring national rules into line with the European regulation on geographical indications and gives the wine sector an updated and more coherent legal framework.

The changes could matter well beyond administrative procedure. Italy's DOP and IGP system is central to the country's wine business, and consortia play a key role in how appellations are governed, defended and promoted. A stronger framework for representativeness and supply regulation could affect how winegrowers, wineries and commercial operators manage volumes, protect brand value and respond to market pressure, especially in categories where production levels and denomination rules are closely watched.

The reference to supply regulation is particularly significant for the beverage sector because it points to a broader effort to give denomination bodies more influence over market management tools. That could shape decisions on how protected wines are positioned, how output is coordinated and how producers respond to swings in demand, while stronger enforcement may also raise pressure on unauthorized uses of protected names in both physical and online markets.

By tying the decree to the broader European framework on geographical indications, the Italian government is also signaling that wine denomination policy will remain closely linked to EU standards. For producers and consortia, that means the updated national rules are not only a domestic governance change, but part of a wider alignment with the legal structure that underpins the protection and commercial value of Italian wine names across Europe and export markets.